



**Commissioners Present:** Loretta Beavers, Harbir Bhatia, Kendra Fehrer, Eversley Forte, Louis Samara, Debra von Huene, Niha Mathur

**Staff:** Christine Jung

**Guests:** Ray Furuta, Chamber Music Silicon Valley

---

**Matters for Council Action: None**

---

1. Call to Order and Roll Call
  - A. Meeting called to order 7:08 P.M.
2. Public Presentation
  - A. None
3. Correspondence & Announcements
  - A. None
4. Old Business
  - A. Silicon Valley Chamber Music (SVCM) Request for Triton Museum Space
    - i. Ray Furuta: CMSV would like the Commission's help to rent the Triton Museum free of charge for 4 events. It would save CMSV \$3,000 which is equivalent to \$750/event. The dates provided are currently reserved with the Triton.
      - a. Suggestion to Ray: Allocate a small amount of tickets free of charge to local organizations; PTA, Santa Clara Youth Commission, and Mission College. There is a student price and a non-student price.
      - b. Marketing: Cultural Commission's FB page can help sponsor/promote CMSV
      - c. Motion to approve reallocation of Cultural Commission's free use of the Triton to CMSV for 4 dates (Oct 21, Feb 3, April 7, and April 28). Motion, seconded, and approved unanimously
5. Strategic Planning
  - A. Analysis: Current Budget and Resources FY 2017-2018
    - i. Updates included: Xpressions, Sister Cities, Utility Box Artist
      - a. Staff Liaison to send Commissioner Fehrer email on budget from last Commission meeting
  - B. Build Work Plan
    - i. Finish Strategic Planning: Finalize Goals for 2017-2018
      - a. The deadline to submit events for the printed City Calendar is mid-October
      - b. Discussion around evaluating funding and programs for the Commission
      - c. Need to review legacy grantees and evaluate how we move forward with programs based on our goals/objectives
      - d. We should improve our perspectives and make data driven decisions

- e. We should add a lessons learned section after every event in the meeting agenda
- f. Goals have been reviewed and finalized (Commissioner Bhatia has draft)
- ii. Program Scope/Updates
  - a. International Village
    - Need to confirm date (May 12: Location Suggestions – Montague School, Don, Great America Parking)
    - Art Bus was included
  - b. Halloween Decorating Contest
    - Marketing Committee would like the contest to be judged live and in-person similar to Holiday Decorating Contest.
    - One Commissioner is needed for the judging panel. Time commitment will be 4-6 hours to drive around to ~30 houses.
    - Commissioner von Huene volunteered to judge
  - c. Friday Night Live (FNL)
    - Seven FNL events per year
  - d. Community Mixers
    - Project for Public Spaces (PPS) October event has been cancelled
    - Suggestion for Marie Applegate to speak at a future mixer
    - At this time we will not have enough time to review, vote and market an October mixer. Therefore the recommendation is to plan for a November mixer. Suggestions were brought up for a Thanksgiving theme around community.
  - e. Concerts in the Park
    - Discussion among Commissioners to review number of concerts in the park per year (7 vs. 5)
    - Staff Liaison mentioned that the Commission may need to pay for Parks & Recreation staffing costs next year
    - If Parks & Recreation decides to charge the Commission then we will need to get this added to the budget for next year
      - i. Commissioner Forte to work on proposal with costs & food vendor analysis for next meeting
      - ii. Staff Liaison to follow up on costs and next steps
  - f. Art in Public Places
  - g. Keep Santa Clara Clean
  - h. Street Dance
  - i. Participation / Attendance at community events:
    - Meetings: e.g. Triton, other Commissions, SCUSD PTA Council Meeting.
      - i. Cultural Commissioners are allowed to attend other Commission meetings. It is recommended they announce they are present as “residents” if going for observation.
      - ii. Events: Tree Lighting, SCU Event, Mission College
  - j. Marketing Committee
- iii. Calendar FY 2017-2018
  - a. Refine the calendar for the current year
  - b. Any Items for future year 2018-2019
    - Request for a marketing budget
- iv. Tools/Resources Needed
  - a. Tools

- List of non-profits
  - b. Needs and requests of Staff for Council, Commissions, other staff
    - Contracts
    - Event Guidelines
    - Budgeting
    - Marketing Materials
    - Follows Up To Questions
  - C. Schedule next strategic update and long-term planning meeting.
- 6. Preparation for Dinner with City Council (9/19)
  - A. Review Last Year's Presentation and Update
  - B. Any Feedback on the Report
    - i. Commission reviewed high level draft for 9/19 meeting
    - ii. Three points to make to City Council
      - Turnover highlighted the tribal knowledge showcasing need for knowledge base and opportunity to bring more points of views and fresh approaches
      - Collaborating and partnerships in the community and local businesses to improve civic life
      - Increasing multicultural and more interactive programming
- 7. Adjournment to next meeting: Monday, October 2, 2017, 7:00 P.M.  
Meeting adjourned at 9:46PM